

Rich Wrobel | MBA, MS

Marketing Strategist | Business Consultant | Professor | Project Management | Instructional Design

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Experienced marketing, business, & learning specialist with advising, strategy, development, and project management as the core disciplines of problem resolution. Driven by efficiency, a global perspective, and a proactive approach, problems can be resolved before they culminate into issues that compromise the project. Positive outcomes are the name of the game in any organization, and by leveraging a strong business acumen, creative problem resolution, seasoned communication skills, and vast technical skills, compelling & impactful results are my expectation, and what is to be delivered.

Education

Master of Science in Information Management Technology

The University of Arkansas Grantham - Little Rock, AR

Master of Business Administration in Business Administration

The University of Arkansas Grantham - Little Rock, AR

Bachelor of Science in Marketing and Business Administration

Emporia State University - Emporia, KS

Work Experience

National Marketing Manager

Landmark Realty, LLC-San Francisco, CA | March 2023 to Present

- Responsible for developing and implementing the company's marketing strategies to drive growth and retention, and firmly positioning the company's national brand.
- Crafted a rebranding strategy, formulated, and executed the marketing campaign, scope, timeline, and deliverables for 36 property websites and accompanying marketing assets.
- Strategized to manage the SEO, PPC (i.e. Google Ads), and social media marketing campaign analytics to measure web traffic, lead generation, and conversation rates.

Business Advisor

Alameda Technologies-Alameda, CA | July 2022 to February 2023

- Advised CEO/Founder to develop key business strategies for an energy storage start-up.
- Researched to compile competitive analyses, business modeling, business executive plans, financial projections, and capital funding strategies.

Founder/Owner

Sunny Day Solar-Olathe, KS | June 2021 to June 2022

- Established a new company to partner with Power Solar in marketing residential solar products.
- Designed residential solar photovoltaic (PV) energy systems and presented accompanying costs, utility savings, financing, and installation material.
- Curated website, digital/print brochures, and supporting marketing materials.

Managing Director

Vi Educational Consulting - Kansas City, MO | June 2021 to June 2022

- Developed the VI Educational Consulting-related website and related multimedia. Oversee operations and marketing activities to meet the organization's objectives.

Articulation Analyst – Strategic Partnerships

University of Arkansas Grantham–Little Rock, AR | May 2020 to November 2020

- Served as a point of contact and project manager to revitalize the University’s dormant articulation program, and set up a cadence schedule to disseminate project objectives, goals, expectations, time requirements, updates, and outcomes with essential stakeholders.
- Formulated a project management system & digital repository to manage documents, time requirements, action items, deliverables, and deadlines for academic leaders, compliance, and stakeholders involved in the initiative.
- Developed a new digital infrastructure utilizing machine learning technology to augment the compilation of information & analyze academic offerings to determine course equivalencies & program alignment.
- Developed & executed an outreach campaign that ushered new relations with 26 key higher education institutions, 6 in review status, and four signed agreements in 3rd quarter.

University Outreach Representative

University of Arkansas Grantham–Little Rock, AR | December 2018 to April 2020

- Recruited new students and partners by driving brand awareness and academic programs, culminating in achieving 116% of the department goal and a closing rate of 30%.
- Delivered effective presentations & briefed business, civic, and military groups that forged new relationships with potential students, centers of influence, and prospective partners.
- Designed and delivered the curriculum, content, assessments, and multimedia for the institutions’ Military & Community Outreach Program courses.

Executive Director

Veterans Voices Magazine–Kansas City, MO | November 2018 to December 2019

- Collaborated with the executive board to formulate strategic & operational plans to innovate and modernize the internal processes, digital environment, and outreach initiative.
- Facilitated and oversaw writing, publishing, and fundraising endeavors. Edited copy utilizing AP style formatting and assisted Editor-in-Chief in compiling veteran transcripts and artwork layout.
- Served on Veterans Voices Writing Project (501c) Board of Directors (2016 –2019).

Assistant Professor – Business Faculty

University of Arkansas Grantham–Little Rock, AR | November 2014 to November 2018

- Developed curriculum, edited and designed course content, facilitated student learning by leading online discussions, provided feedback, and utilized distance learning educational models.
- Executed instructional designer and Subject Matter Expert (SME) functions to create course content utilizing project management skills, multimedia production, and adult learning methodologies.
- Developed knowledge base and management system, created instructor manual and PowerPoint decks, and trained faculty on new learning technologies and Knowledge base resources.
- Chaired Faculty Relations Committee & established & managed the Veteran Voices Magazine Editing Project Team.

Expertise & Technologies

Adobe Creative Suites | Banner | Business Analysis | Business Consulting | Business Development
Corporate Training | Google Ad Words | Google Analytics | Google G–Suites | Graphic Design | Instructional
Design | MS Project | Operations Management | Process improvement | Project Management | Redmine PM
Salesforce | Strategic Planning | Technical Writing | Trello | UX Design | Web Design | WordPress | Wix

Links

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